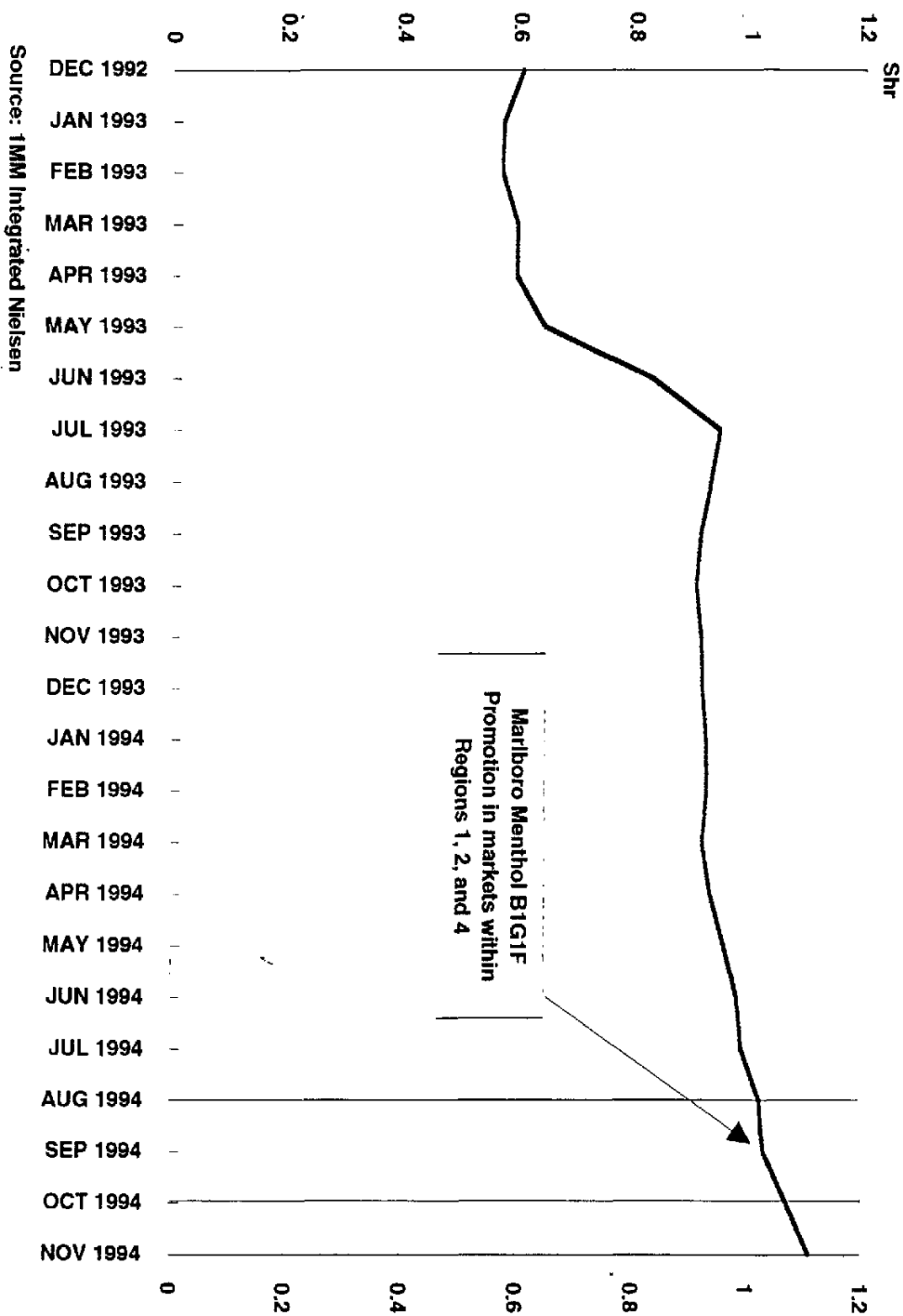


# Marlboro Menthol Share



**Situation Analysis:**

- Slow steady growth.
- Nielsen share is 1.1, up 0.3 pts vs. YAG.
- Newport was the only other premium menthol brand to experience growth, up 0.4 to 4.1 pts.
- Overdeveloped in Regions 1 and 4.
- YAS' share stable.
- B1G1F program (August '94) generated share advance.

**Conclusion:**

- Oxymoronic segment fills strategic niche.
- Marlboro Menthol has momentum.
- Additional support will not destabilize the menthol marketplace.

**Objectives:**

- Encourage trial and conversion in responsive markets.
- Identify (STARS) Marlboro menthol prospects for focused efforts.

**Strategies:**

- Execute quarterly retail promotions.
- Broaden distribution and visibility in lower volume, non-workload and non-retail masters key accounts.
- Provide menthol smokers with high perceived value offers through direct.
- Continue to add menthol smokers to consumer database.